

# Appendix L: Crash Reduction Education and Encouragement Programs



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# Crash Reduction Education and Encouragement

## Recommendations to Enhance Existing Efforts

The city of Milwaukee, in conjunction with various teaming partners, has produced a number of valuable educational programs and materials aimed at bicyclists, motorists and pedestrians.

Bike to Work Week	
Target	Cyclists (especially would-be cyclists)
Primary agency	Bicycle Federation of Wisconsin
Partners	City of Milwaukee
Key elements	Media events, Biking with the Mayor to City Hall, Bike-In-Movie, plus smaller events throughout the week at different locations such as a bike ride to a Brewers game
Time frame	May, annually
Cost	\$\$ - \$\$\$ (depends on scope of program)
Potential funding sources	Bike shops (in-kind donations); transit agencies and local news outlets (donated ad space); traffic safety foundations and grant programs; hospitals and insurance companies
Program websites	<a href="http://bfw.org/coordination/index.php?category_id=3946">http://bfw.org/coordination/index.php?category_id=3946</a>
Program Recommendations	Continue Bike to Work Week  Include enhanced safety information booklet in packet to companies that register  Kick off a “LOOK” campaign aimed at motorists in conjunction with Bike to Work Week (see page 96)

Bike to Work Week is an excellent opportunity to get more cyclists on the street and raise awareness of their presence to motorists. It is recommended that the city of Milwaukee and the Bike Fed continue their efforts. It is suggested that Bike to Work Week be enhanced through including safety information in the “Bike to Work” packets that companies receive and kicking off a “LOOK” safety campaign aimed at motorists and cyclists (see page 96).

Streetshare and Pedestrian Awareness Week	
Target	Motorists
Primary agency	City of Milwaukee
Partners	National Highway Transportation Safety Administration  Wisconsin Department of Transportation Bureau of Transportation Safety
Key elements	Media event to highlight crosswalk safety demonstrations  Education materials for motorists  Increased number of “Yield to Pedestrian” signs at crosswalks  Increased enforcement of speeding near schools  Drivers pledge forms and yard signs
Time frame	October, annually
Cost	\$\$ - \$\$\$ (depends on scope of program)
Potential funding sources	FHWA and NHTSA safety grants, Hospitals with rehabilitation clinics
Program websites	<a href="http://www.streetshare.org/">http://www.streetshare.org/</a>  <a href="http://www.streetshare.org/Pedestrian-Safety-Week.html">http://www.streetshare.org/Pedestrian-Safety-Week.html</a>
Program Recommendations	Increase Streetshare program to include education to motorists and cyclists about the rights and responsibilities of cyclists  Include targeted enforcement of motorist behavior that endangers cyclists such as failure to yield, dooring, and passing too closely  Create a Bicycle Awareness Week that kicks off in the spring in order to increase visibility of cyclists’ safety

Streetshare and Pedestrian Awareness Week are important initiatives to bring consideration of pedestrian safety issues to the forefront of motorists’ consciousness. It is recommended that the city of Milwaukee continue their Streetshare and Pedestrian Awareness Week programs, but enhance them through the inclusion of safety issues regarding cyclists. Specifically, Streetshare should include information aimed at motorists that educates them on the rights and responsibilities of cyclists. This should be coupled with enforcement at high crash corridors that targets motorist behavior that

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endangers cyclists. Such actions include failure to yield to a cyclist, opening their door into oncoming cyclists and passing too closely. Further, the city of Milwaukee could create a Bicycle Awareness Week (similar to the Pedestrian Awareness Week) that kicks off in the spring prior to Bike to Work Week.

Bicycle Safety Website	
Target	Cyclists
Primary agency	City of Milwaukee
Key elements	Safe bicycling website that provides information on helmet fitting, lane positioning, hand signals
Time frame	On-going
Cost	\$\$
Potential funding sources	FHWA and NHTSA safety grants, hospitals with rehabilitation clinics, local bike shops
Program websites	<a href="http://www.milwaukeebybike.org">http://www.milwaukeebybike.org</a> <a href="http://www.city.milwaukee.gov/SafeBiking3729.htm">http://www.city.milwaukee.gov/SafeBiking3729.htm</a> <a href="http://www.city.milwaukee.gov/router.asp?docid=14143">http://www.city.milwaukee.gov/router.asp?docid=14143</a>
Program Recommendations	Maintain site properly and ensure links work properly  Enhance content by adding more graphics (example: <a href="http://www.biketraffic.org/safebicycling/">http://www.biketraffic.org/safebicycling/</a> )  Translate information into Spanish

An information center on bicycling safety is very important for new and would-be cyclists. The City of Milwaukee understands the importance of an information center and has created an easy to find website devoted to bicycle safety (<http://www.milwaukeebybike.org>).

It is recommended that the city of Milwaukee expand the existing website to improve the usability of the information. Adding more graphics will visually demonstrate the safety techniques of ensuring that a bicycle is safe to ride, taking the lane when necessary, avoiding road obstacles, and riding in the direction of traffic. Graphics will also increase comprehension of the subjects. It is also recommended that the information be published in Spanish and other commonly spoken foreign languages. The Active Transportation Alliance has an excellent example of a Safe Cycling website, <http://www.biketraffic.org/safebicycling/>.

Milwaukee SR2S	
Target	5th and 6th grade Milwaukee Public School students
Primary agency	Bicycle Federation of Wisconsin
Partners	Milwaukee Public Schools  City of Milwaukee  Wisconsin Department of Transportation
Key elements	Bicycle safety education training for Milwaukee Public School 5th and 6th graders  10 hours of in-classroom and on-bike time with qualified instructors that trains students on safe bicycling
Time frame	During the school year
Cost	\$\$-\$\$\$
Potential funding sources	National Safe Routes to School Funding
Program websites	<a href="http://www.bfw.org/education/index.php?category_id=3880&amp;subcategory_id=5312">http://www.bfw.org/education/index.php?category_id=3880&amp;subcategory_id=5312</a>
Program Recommendations	Seek additional funding to bring annual SRTS programs to all Milwaukee Public Schools and private schools

The city of Milwaukee and the Bicycle Federation of Wisconsin realize that teaching students the basics of bicycling safety will increase their likeliness of practicing safe bicycling. Therefore, the Milwaukee Safe Routes to School program focuses on improving the skills of 5th and 6th graders through a two-week bicycle safety intensive. It is recommended that the program be expanded to bring an annual training to all Milwaukee Public Schools.

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Bike Licensing	
Target	Cyclists (especially new cyclists)
Primary agency	City of Milwaukee
Key elements	Database of registered bicycles with information on their current owner
Time frame	Ongoing
Cost	\$-\$\$
Potential funding sources	Motorist licensing fees, parking fees
Program websites	<a href="http://itmdapps.ci.mil.wi.us/bicyclelicenseweb/bike.jsp">http://itmdapps.ci.mil.wi.us/bicyclelicenseweb/bike.jsp</a>
Program Recommendations	<p>Continue requiring Bicycle Licenses for cyclists</p> <p>Use bicycle licensing structure to improve education on bicyclists' rights and responsibilities</p> <p>Require those registering for a bicycle license to undergo a short rules of the road exam</p>

The city of Milwaukee offers a licensing service to residents. The license is obtained through an online application process or from local libraries or police stations. It is suggested that the city of Milwaukee use this existing structure to increase education efforts for cyclists. An abbreviated version of essential bicycle safety information should be posted on the bicycle licensing website along with links to the *Milwaukee by Bike* website. The person seeking the license will then be required to undergo a short bicycle safety information competency exam in order to be approved for the license.

## Additional Program Recommendations

Promote Proper Crash Reporting	
Target	Milwaukee Police Department and Cyclists
Primary agency	City of Milwaukee
Partners	Bicycle Federation of Wisconsin, Wisconsin Department of Transportation
Key elements	Required training to Police and media outreach to cyclists
Time frame	Spring, summer
Cost	\$\$ - \$\$\$ (depends on scope of program)
Potential funding sources	FHWA and NHTSA
Sample programs	<p>Encourage proper crash reporting through trainings with the Milwaukee Police Department.</p> <p>Encourage crash reporting by cyclists and the Police Department in order to create a more complete record of actual crashes</p>

Accurate crash data is essential in determining the cause of the crash. Correct crash data will assist the Milwaukee Department of Transportation in determining if the root cause of the crash was an issue with infrastructure, a lack of education on the part of a bicyclist or motorist, or another factor. It is recommended that the City of Milwaukee host trainings with the Police Department to educate officers on proper reporting when a cyclist is involved in the crash. The training will also include education on the most common crash types for cyclists and motorist behavior that endangers cyclists.

It is also recommended that the Milwaukee Department of Public Works create a communication plan to educate cyclists on what type of crash requires reporting, as well as information on where to report a crash. This will allow better analysis of the types of crashes cyclists are experiencing and will assist in identifying high crash corridors.

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Diversion Class	
Target	Motorists, cyclists, and pedestrians
Primary agency	City of Milwaukee
Partners	Bicycle Federation of Wisconsin
Key elements	A Share the Road class is tailored to first-time offenders of certain bicycle and pedestrian-related traffic violations, including running a stop sign/light on a bike. In lieu of the citation, cyclists, motorists and pedestrians can take the class instead. In Marin County, interested citizens can take the class even if they did not receive a ticket.
Time frame	Anytime; on-going
Cost	\$\$
Potential funding sources	Federal and state traffic safety funding
Sample programs	<a href="http://www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml#StreetSkills">http://www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml#StreetSkills</a> <a href="http://www.legacyhealth.org/body.cfm?id=1928">http://www.legacyhealth.org/body.cfm?id=1928</a>

Cyclists and motorists receive citations when they participate in unsafe behavior that endangers other road users. If a ticket is issued for behavior by a motorist or cyclist that jeopardizes the safety of the bicyclist, then there is an opportunity for education. It is recommended that the city of Milwaukee allow motorists and bicyclists to partake in a diversion class in lieu of a citation. A diversion class is a Share the Road class aimed at traffic violations that put cyclists and pedestrians in harm's way. The city of Milwaukee can partner with the Bicycle Federation of Wisconsin to hold such classes. Further, the diversion class will be an appropriate compliment to the increased enforcement held during Streetshare initiatives.

Bicycle Legal Clinics	
Target	Cyclists (beginners and advanced)
Primary agency	City of Milwaukee
Partners	Bicycle Federation of Wisconsin, Wisconsin Department of Transportation
Key elements	Clinic where cyclists learn about their rights and responsibilities of the road
Time frame	Monthly
Cost	\$-\$\$
Potential funding sources	Traffic Safety funds, in-kind donation from a local law firm
Sample programs	Bicycle Transportation Alliance's Bicycle Legal Clinic: <a href="http://bta4bikes.org/resources/legal.php">http://bta4bikes.org/resources/legal.php</a>

A bicycle legal clinic serves as an in-depth education opportunity for cyclists interested in learning more about their legal rights to the road. Oftentimes it is difficult for cyclists to determine what exactly their rights and responsibilities are. Also, since cyclists do not undergo a comprehensive education process before being awarded a bicycle license, a clinic about bicycle laws will fill in the gap for cyclists wanting more information about their liability on the roadway.

It is recommended that the city of Milwaukee partner with the Bicycle Federation of Wisconsin to host such legal clinics. The clinics can be held monthly at different locations in Milwaukee. It is also suggested that the educator be a Wisconsin bar approved attorney who preferably has experience with bicycle litigation issues.



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## Lights On Campaign

Target	Cyclists (especially students and low-income bicycle commuters)
Primary agency	City of Milwaukee
Partners	Bicycle Federation of Wisconsin, Wisconsin Department of Transportation
Key elements	Media outreach, enforcement, bike light giveaways or subsidies
Time frame	Fall, annually
Cost	\$\$ - \$\$\$ (depends on scope of program)
Potential funding sources	Bike shops (in-kind donations); transit agencies and local news outlets (donated ad space); traffic safety foundations and grant programs; hospitals and insurance companies
Sample programs	Portland's "See & Be Seen" campaign: <a href="http://www.portland-online.com/transportation/index.cfm?&amp;c=deibb&amp;a=bebfjh">http://www.portland-online.com/transportation/index.cfm?&amp;c=deibb&amp;a=bebfjh</a>  Dutch "Lights On" campaign: <a href="http://www.fietslichtaan.nl/">http://www.fietslichtaan.nl/</a>

While Milwaukee law requires bicyclists to use lights at night, cyclists riding without lights are common. Many cyclists, especially students, are unaware that lights are required by law, or they have simply not taken the trouble to purchase or repair lights. Research shows that cyclists who do not use lights at night are at much greater risk of being involved in car crashes. For these reasons, increasing bicycle light usage is a top priority for Milwaukee, and a successful effort will reduce crash risk for bicyclists.

Every fall in the Netherlands, as days get shorter, a national Lights On campaign reminds cyclists to use bicycle lights. This Lights On campaign focuses several complementary strategies into a short timeframe for maximum impact, pairing media messages (ads, posters, radio spots and TV ads) with police enforcement of 'fix it' tickets.

A similar Lights On campaign is recommended for Milwaukee. This multi-pronged outreach effort should take place every September, as the days are getting shorter and as kids and university students are returning to school.

The City of Milwaukee Lights On campaign should include the following elements:

- Well-designed **graphic ads**, to be placed on transit benches, transit vehicles, and local newspapers, as well as around universities. Ad space may be purchased or donated. Small-format ads can be placed on bike handlebars if desired.



*This poster from Portland, OR uses simple graphics to communicate the importance of using bicycle lights*

- **Police enforcement of bike light laws.** This enforcement will most likely result in a behavior change if the cyclist is able to avoid penalty if they obtain a bike light. Ideally, the police would give a warning, explain the law and then install a bike light on the spot. If this is not possible, the cyclist should receive a 'fix it ticket' along with a coupon for a free or discounted light at a local bike shop; once the cyclist shows proof that they have purchased a bike light, their fine will be waived.
- **Partnership with local cycling groups** to get the word out to their members and partners. These groups can be counted as campaign partners at no cost to them, enhancing the campaign's credibility and community exposure. Groups should be supplied with key campaign messages to distribute to their constituents, along with coupons for free or discounted bike lights.
- **Earned media outreach:** The city of Milwaukee should distribute media releases with statistics about the importance of using bike lights, relevant legal statutes, and the campaign's goal, timing, activities and partners. If possible, a meeting with local media editorial boards should be sought.

Depending on partners, volunteer capacity and interest, the City of Milwaukee Lights On campaign may also include the following:

- **In-school presentations** about bike lights, including reflective material giveaways
- A community bike light parade with prizes

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- Discounts on bike lights and reflective gear at local bike shops during September (publicized through the campaign outreach)
- Volunteers stationed at key intersections, trails and on university campuses who thank bicyclists using bike lights and reward them with a small gift

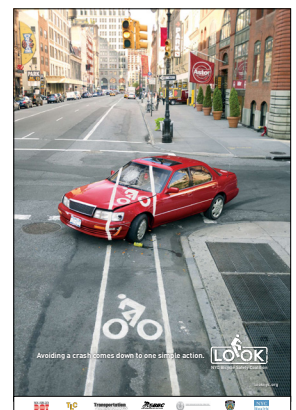
Helmet Give-Away	
Target	Children and youth
Primary agency	The City of Milwaukee
Partners	Bicycle Federation of Wisconsin, local hospitals and rehabilitation clinics
Key elements	Drop-in event aimed at teaching kids basic skills, safety rules and giving away free helmets.
Time frame	Fall and spring, annually
Cost	\$
Potential funding sources	Bike shops (in-kind donations); transit agencies and local news outlets (donated ad space); traffic safety foundations and grant programs; hospitals and insurance companies
Sample programs	<a href="http://www.cdc.gov/mmwr/preview/mmwrhtml/00036941.htm">http://www.cdc.gov/mmwr/preview/mmwrhtml/00036941.htm</a>

Cyclists under the age of sixteen account for a disproportionate number of fatalities for their age group. One effort to combat this trend is to give helmets away, as well as to ensure that the helmets are properly fitted to the individual. It is recommended that the City of Milwaukee host an annual helmet give-away in the fall (in conjunction with Walk and Bike to School month) and spring. The location of the helmet give-away can be coordinated near locations with the highest crash rates for cyclists under the age of sixteen. Further education on bicycling can be coordinated at an event such as a bicycle rodeo or bicycle and pedestrian safety fair.

“LOOK” Safety Campaign	
Target	General public
Primary agency	City of Milwaukee
Partners	Bicycle Federation of Wisconsin, Wisconsin Department of Transportation
Key elements	Bicycling Safety campaign with billboard, radio and TV spots
Time frame	Late spring or early summer, in conjunction with Bike to Work Week or Bicycle Awareness Week
Cost	\$ - \$\$\$ (depending on whether as space is purchased or donated)
Potential funding sources	Local transit agencies (for donated airtime), traffic safety foundations and grant programs; hospitals and insurance companies
Sample programs	New York City Department of Transportation “Look” Safety Campaign: <a href="http://www.looknyc.org">www.looknyc.org</a>

A marketing campaign that highlights cyclists’ safety is an important part of creating awareness of bicycling. They are an effective way to reach the general public and reinforce other education and outreach messages.

A well-produced safety campaign will be memorable and effective. The New York City Department of Transportation has produced a high-quality safety campaign that couples compelling ads with an easy-to-use website aimed at motorists and cyclists.



*Example of NYC’s LOOK Bicycle Safety Campaign*

It is recommended that the City of Milwaukee create a “LOOK” safety campaign that places safety messages along high traffic corridors. It also suggested that this campaign be kicked off in conjunction with Bike to Work Week or the proposed Bicycle Awareness Week.